

Docket No. AUS9-2000-0590-US1

ABSTRACT OF THE DISCLOSURE

COUPON DELIVERY VIA MOBILE PHONE BASED ON LOCATION

5 A method for delivering coupons to consumers via mobile communication devices, based on location. The present invention includes an electronic database of merchant coupons. Users can then access the database by means of mobile phone, laptop computer, personal digital
10 manager (PDA) or other mobile device. The user receives a menu of service preferences such as retail, dining, automobile service, lodging and entertainment and selects the desired services. Discount coupons for merchants in the user's vicinity are then sent to the user. The
15 coupons are chosen based on the selected preferences and the user's location, which is determined according to the remote transmitting tower through which the user's signal is being sent.